



## Agricultural Promotion Mini-Grants

### Participation Criteria

**Purpose:** The New Hampshire Agricultural Promotion Mini-Grant Program, administered through the NH Department of Agriculture, Markets & Food, has been established to provide grants for promotional efforts designed to increase the demand for New Hampshire agricultural products in existing markets, as well as, to identify new markets and build product demand.

**Funds:** Applicants may request up to \$500 in a fiscal year. No grant may exceed 50% of the cost of the promotional project.

Mini-Grants are intended to match organizational funds. No in-kind services shall be used to match state funds. All matching funds shall be documented by the applicant. Anticipated funds will not qualify unless there is a firm letter of commitment attached to the application. No other state or federal grant funds shall be used to match Mini-Grant funds. Projects must be completed within the twelve (12) month period following the approval of the application. Exceptions may be allowed upon written explanation of the delay.

Funds will be distributed to approved applicants based on availability in a given fiscal year.

**Eligibility:** Applications will be accepted from organizations or commodity groups engaged in production, marketing or promotion of New Hampshire agricultural products. An organization must have an Employer Identification Number (EIN) to be eligible. Applicants previously receiving a Mini-Grant are eligible to apply again, but it must be for a new project that has not received Mini-Grant funding. Only one project may be submitted per group in a given funding round.

Preference will be given to **new efforts** for the applicant to improve new and existing markets. Applicants should not decrease commitment of overall funds for advertising and promotion. Funds should not be used for programs the applicant's organization is already funding.

Projects may include, but are not limited to:

- Publicity/public relations    -Merchandising
- Media Advertising                -Contests, demonstrations
- Point-of-purchase materials
- Printing & distribution of brochures, recipes, nutritional information, coupons, etc.

**Ineligible:** No funds shall be used for administrative costs, salaries, overhead. Individual businesses are not eligible. If completion of a previous Mini-Grant project has been delayed, the organization is not eligible for new funding until the prior project is finished and substantiating reports submitted.

**Source of Product:** The product(s) being promoted must be New Hampshire grown or processed agricultural food, fiber, livestock or horticultural crops.

**Accounting:** Applicants shall maintain an accurate record of expenditures incurred and shall submit, upon completion of the project the following:

- A financial statement summarizing expenditures
- Copies of all paid invoices with copy of canceled checks attached
- A report on the promotion project and its results in terms of stated objectives
- Copies of material produced, when feasible\*

**\*NOTE: Brochures, fliers and other written materials must contain the statement:**  
**"paid for in part by funds provided by the**  
**New Hampshire Department of Agriculture, Markets & Food."**

**Criteria:** Applications will be reviewed based on the following criteria:

- Need for project is adequately described and does not duplicate existing programs
- Goals are clearly stated and budget clearly outlined
- Project is innovative, practical and designed to increase market demand

*The commissioner reserves the right to reject any application or to recommend modifications to any project proposal so as to make it approvable.*

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**New Hampshire**  
Department of Agriculture,  
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